NWX-OS-OGC-RKVL

Moderator: Sabrina Chapple
April 18, 2012
1:00 pm CT

Coordinator: Welcome and thank you for standing by. All participants will be in a listen-
                 only mode until the question and answer session of today's conference call.

                 At that time, please press star, 1 to ask your question.

                 Today's call is being recorded. If anyone has any objections, you may
                 disconnect at this time. I'd like to introduce your host for today's call, Sabrina
                 Chapple. You may begin.

Sabrina Chapple: Thank you, (Diane) for your assistance today. And hello and welcome to all of
                 you out there. Welcome to the Office of Adolescent Health Pregnancy
                 Assistance Fund Training and Technical Assistance Webinar on showcasing
                 program successes for multiple audiences.

                 And for those of you all who don't know me, my name is Sabrina Chapple and
                 I'm very pleased to be able to welcome you and host today's webinar on behalf
                 of the Office of Adolescent Health.

We have a great presentation in store for you today for the next hour. Our presenter, Marci McCoy-Roth from Child Trends will highlight the importance of showcasing your programs successes and provide -- how to provide -- providing strategies for reaching a variety of audiences.

We hope that each of you find that training webinars valuable. And try to make them very interactive and engaging and hopefully they provide a great opportunity to either learn new content or perhaps refresh content. And we definitely hope that you'll be able to apply the concepts learned from today's webinar to your program.

So just a few housekeeping notes before we begin. Perhaps there are some people who are not able to get on to the webinar. If you're experiencing any technical difficulties with the webinar, please contact customer support at 800-857-8777 and select option 3. They'll be able to further assist you.

And if you have any content related inquiries you can also contact your project director - project officer directly.

And for today's presentation to enhance the webinar experience we're going to be asking participants to be interactive with us. We'll primarily use the Microsoft Live Meeting Poll features as well as offer opportunities to share your experiences.

Our webinar's scheduled to end at 3:00 pm today. And surely after the webinar you'll receive and email that will direct you to a very brief survey. So we ask that you just take a few minutes to complete this survey. Your feedback on the webinar's are very useful. And we use them to improve future trainings and webinars.

And a couple of other gently reminders, we have some up coming training and webinar dates. All these dates have been sent out previously. But most recent we have the May 15th and 16th training in Indianapolis, Indiana. And that's focusing on collaborating with partners and building program support.

And registration has been extended to Friday, April 20th for those who have not had a chance to register.

At this time, it looks like we have a number of attendees on. And we probably should go ahead and proceed with today's presentation. So I'm going to go ahead and hand it over Marci McCoy-Roth from Child Trends.

Marci McCoy-Roth: Great, thank you so much, Sabrina.

Thank you everyone for joining us today for this webinar on How to Showcase Your Program Successes for Multiple Audiences.

As Sabrina said, my name is Marci and I'm the Senior Director of Policy and Communications for Child Trends. And one of my long time passions and interests is how to help non-profits get attention for the great work they're doing and specifically how to help them get their issue onto the agenda or into the public discussion about different issues.

So here at Child Trends and in previous roles in helping showcase ways that programs or policies are effective. I spend a lot of time trying to think through the most effective strategies and I hope some of the things I've learned along the way will be helpful to you.

I know how busy everyone is. And we really appreciate you making time to be here. We'll try to make this as fun and interesting as we can. And we'll be doing a few polls along the way as Sabrina mentioned.

Also staff here at Child Trends will monitoring the Q&A. So, please feel free to submit questions and I'll do my best to respond as we go along the way. And we'll also have an open Q&A session at the end of the webinar if we have enough time.

Okay, great, so our objectives for today. By the end of today's session we basically have four objectives for you. We hope you'll be able to list and explain the use of at least three communication methods to showcase your program's success.

You'll know how to identify incremental successes that you can showcase and be comfortable in how to use them. And third, you'll be able to describe program successes in ways that strengthen your organization's abilities to show its mission.

Finally, you'll have some ideas of how to select a method that's the best one to use for a given audience.

I've organized today's webinar around three sections basically. First, why should we care about communications? Second, what exactly is strategic communications? And third, how do we do it?

So out of curiosity we thought it would be interesting to see how many of the individuals on the line have used communications to promote your program or its successes in the past? So we're going to do one of our first polls. And this is my first time doing a poll so hopefully this will all go okay.

I think you can see it now. And I'd like you take a minute and answer this quick question. Have you ever used a communication strategy to promote your program or its successes?

Okay, I think we got answers from about everybody. So I'm going to show the results. So you can see that most of you have done this which is great. A few of you said no you haven't. And a few are not sure if you have or not which totally makes sense. So hopefully by the end of this conversation today those of you who have may have learned a couple of new things. And it may inspire others to try it in their own work.

You know, often times communication activities may not be at the top of your priority list. And that's totally understandable. And they don't need to be first. But we really do hope that it'll be part of your overall work and consideration as you go through your daily activities.

Switching back through our slides here so, some of the things that I've heard over the years about reasons people would rather not have to deal with communications at all. And I just wanted to, you know, raise your hand if you've ever thought one of these things about communications.

And it's fine for you to raise your hand because no one can see you, so go ahead. I think that often times communications related to work can be misunderstood. And these are some of the things that I've heard. So raise your hand if you've heard or thought something along these lines.

It's a waste of time. It's a waste of money. It's not core to our mission. It doesn't matter. It's not the real work. It's just window dressing. You know, and it takes my time away from our true mission.

And I think there's, you know, it certainly can be the case. But communications when not done well can be kind of a waste. But I think when it is done effectively and strategically it can only serve to further your mission and really help - help you in what you're trying to do on a day-to-day basis. And help the organization in terms of your long-term success and sustainability.

So I'd like to do an open question to everyone. And for this poll or question, we're not going to actually use the poll function - we're going to use the question and answers function. And I always wanted to ask if anyone has any thoughts about why we might want to do communications. And when it might be helpful.

And so to respond to this if you could just type into the Q&A box. If you see on the top, there's a Q&A menu bar. And when you click on that, it should open up a section that says "Type a question to the presenter." And if you type in that box you get a typed response about thoughts that you might have about why we might want to do communications -- why you might want to do communications and what you're doing.

We'll see if it works. If it doesn't, we might try to just open it up. Great, some of the answers that I'm getting so far these are good. Community buy-ins, it helps promote the programs. It helps with gaining support, new partners, and new funding. Absolutely right.

It brings attention to my program including the intention of potential funders - that's right. I think of communications as a way to promote a program or to raise awareness to a program. Absolutely right, these are all really goo responses.

Builds program support in the community. It highlights the program for funders again. And this one says that everyone learns differently. So thinking about strategic communications is really important. That's a great - great point (Allison), thank you.

And promotes awareness again. So these are all really great answers, thank you for participating.

You know, when communications is (unintelligible) as you were all saying and when it's done strategically it can only help further your mission. It can help you expand your reach, making sure that more people know about what you're doing. You know, and getting perhaps increasing your enrollment or engagement with the program for volunteers.

It can build support for your work and your community. It can reach those funders who may not have known about how - known about you and how great you are. And it can help you build collaborations with other service providers who might be able your target audience as well.

So, again, just turning back to the poll, to think a little bit about some things you might be worried about in terms of showing - showcasing success right now at this moment in your project. So, you know, we're not even halfway through our PAS event and the final results aren't in. We can't possibly showcase our success, you might thinking.

So, do some quick true/false, this question in true/false. It's too early to share success stories. I'll give you 30 seconds or so to respond.

All right, I'll try to show results here. All right, so many of you thought false - it's not too early to show - share success stories.

All right a second one; we should never use preliminary data. If you could respond to that one, true/false.

And these are common things that people need to be concerned about. So totally understandable if you may think this. And then finally, let me show the results to this one. We can't do this. We can't showcase our success right now because I'm not a communications person and we don't have one on staff, true/false.

All right, this is great we have a very participatory group today. I appreciate it, thank you. And here are the results for that one. So mostly we think that, you know, we can do it even if we don't have communications staff. And this is kind of rigged for that to be the case.

So just dispelling a few of these myths, you know, it's too early to share success stories - false. You know, it's never too early. Even the fact that you guys have a PAS grant is a success in and of itself. And it can be used that you - it can be something that you use to talk about your ideas and your vision from the very first day and certainly from now.

You may not have all the data in but you've got a pretty good sense of what's working and the ways in which things are working best. And so it's a great idea to start building support for your projects by talking about your successes right away.

Also you may be wondering if it's okay to use our preliminary data. And the answer to that is more nuance - it's yes and no. Now, some data such as the

number of young parents who are enrolled, the overall statistics on retention rates or graduation rates for example if those are some of your metrics. Those are great to include in materials that you intend to release along the way.

The thing that would be not okay to talk about now are sort of comprehensive statements where you're claiming any kind of causality. Because of course you're right, the final data not in yet. You're still waiting on those evaluation results.

But it's perfectly to identify pieces of your program that you know are working in order to talk about your program and to build support for it. And if you wait to showcase your success until all the results are in you may not have a sufficient stakeholder base to really sustain your work.

So finally, many of you may not have a communications director to handle these types of things. And in many cases, perhaps the project director is fulfilling that role for you which is great.

But in addition, the way that field staff conduct your work can also contribute to a better and more strategic communications for the overall organization. Thinking about, okay, why, what are we trying to accomplish with these messages, with these brochures, with our newsletter? Whatever it is that you're talking through and working on which really is communications and strategic communications in particular is a critically important function for everyone in the organization to participate in.

So, again, some of the things that you may be worried about in terms of sharing information now, these are some things that you can use to start talking about your successes. You can share antedocts or stories that you collected.

How many young people have enrolled? Even the amount of outreach that you've done to parents that might be something that funders in particular would be interested in. The number of partnerships you guys have created. How many trainings have been provided? How many hours? And your outcomes so far as long as it's kind of qualified.

At the end of the project, is again, the time for the comprehensive gains, the comprehensive results. You know, our program did x, y, and z. And of course you can again use any of these incremental gains along the way.

So let's talk a little bit about what strategic communications is because that is a question that we've received several times here. So really there are two concepts that can be confusing about strategic communications.

First the communications method, this is a tool that you can use to reach an audience with a message. A communications strategy have considered the audience, the message, the channel, and the goal of the communication effort.

So it's not only, okay, we're going to do a newsletter but, okay, we're going to do a newsletter because we really want to reach this new group of funders or this new community. And we want to tell them this in order to accomplish, you know, this other thing. So the strategy is really more fleshed out. It's not just like, oh, let's put a brochure together. There's a reason that you decided to do a brochure.

Okay, another important aspect as I mentioned that's strategic communications that there - it basically has four elements. It has the audience, the message, the method, and the goal. And it's important to tailor your messages and your approaches to the target audience.

And this is probably one of the mistakes that I see most often is that we hope that we can create one brochure and it will work for all of our audiences. Because of course our resources are limited. But unfortunately you really do need to tailor to your different audiences.

So there cannot be only one. Different strokes, also, you know, different audiences are looking for different things in your messages. And of you actually mentioned this in our question or our open comment period about how important it is to - that people learn differently.

So how can your information be communicated in a way that works for a variety of audiences?

And then the last one I call the click or clunk criterion which is basically, you know, a message that you phrase one may really connect and click for someone - for one audience. And then it may just really clunk for someone else. So, you know, to the extent it's possible when you have a really important communications effort or messaging it's great to do some testing of your messages to make sure their really being received the way you think they should be and the way that you're intending.

You know, for example emails - and also that goes for the approach - so not only the message but the method that you're using to communicate. So emails are a great way for collaborating with partners and other people and agencies and organizations.

But teenagers see email as an old-fashioned communications method. They'd much rather get a text. So it's really thinking about who your audience and they want to receive their information as well.

Okay, so I'd like to do another poll here and on this one we're trying to think about who you're trying to reach - the various audiences. And I had a little bit too much picking out this photo. I just think everyone looks so happy which is not probably always the case with the work we're doing.

But, you know, you might be trying to reach the at-risk teen, a possible funder, key leaders, a healthcare provider, a pregnant parent and teen's mother or father, a housing guru. Someone who really help you get the support you need for someone or a member of the press.

So, and take a second now and we'll just do a quick poll on who the stakeholder groups are in your day-to-day work. So, in your day-to-day work which is the most critical stakeholder group that you need to reach?

Okay, I think everyone had a chance to answer. I'll give people maybe one more second. Great, I'm showing the results now. And it looks, of course, not surprisingly that pregnant and parenting teens are a very important audience for all of us - for all of you.

In addition, policy makers and leaders I think it's great to see that that's a target audience for many of you as well as other service providers. So this is just something to keep in mind as you're thinking through the kinds of communications that you need to put together and what you're trying to accomplish. Like, you know, your target audience is a very important part of it.

So now thinking about that target stakeholder group, I'd like you to think also about what you want them to know. You know, why is it important for you to showcase your programs success for this target audience?

Now, I'd like to go to the Q&A function again for this one. And I'm going to start with the pregnant and parenting teens audience. So for those of you out there who selected that one, what are you thinking of in terms of what you'd like them to know?

You go to the Q&A again and just type in where it says question that would be great.

I don't know if anyone is responding to the Q&A right now. Okay, so someone wrote that they really want to make sure that their population - the pregnant and parenting teens - have a grads program in two school districts. That's great.

The question - someone asked me to repeat the question - basically what is it that you are trying to - why is it important that you showcase your programs success for the audience? What is it you - why do you want to demonstrate to them that you have something that can help them?

Someone wrote that they want to make sure that pregnant and parenting teens know that support is available while attending school so retention is for completion. It helps you retain their participation and help them complete. Great, this one's a little bit harder to do over the Q&A so thank you for being patient with me while sort through these.

Other information of how to graduate from high school? How do I enroll in secondary education? How to reduce subsequent pregnancies and how to improve their birth outcomes. Those are all great things to try to accomplish with your communication methods.

And one of the reasons that - and this is a great one also - that you want to get information and let teens know about your program and why you're successful. So you can reach them in their first trimester to get them into prenatal care - that's terrific.

Okay, for those of you who wrote about policy makers or leaders or other service providers - if you wouldn't mind answering, you know, why it's important to showcase your programs success for them. Give people a second here.

This one - I think this one is actually for pregnant and parenting teens but the website that you have can help you find resources - health resources that should be checked out. Because showcasing can lead to increased awareness and again to additional funding.

And gain their support for the project and hopefully their partnership too. Great, these are all really important points. And I guess I would just add that by showcasing your programs successes for the audiences that you've identified. You know, it really encourages the pregnant and parenting teens and lets them know that you can help. And it helps build trust that they can come to you.

It provides knowledge that can inform policy decisions. That's a really critical role. By reaching reporters - you can help spread the word and garner more public support and also thought leader support in your communities. Other service providers can work with us to think about additional services so we can better reach and serve our young people.

And of course we're hoping that foundation project officers can be encouraged to invest or reinvest. Okay, great, thank you all again for participating.

For our next topic is really the exciting part about the how. We spent a lot of time thinking about why we might care about communications and exactly what strategic communications. Again, I don't know if I've mentioned this yet in this conversation but we do plan to have a day and a half training in July on strategic communications and us. We'll go into more detail on a lot of this at that time, so.

But I'd like to use the rest of our time today to talk through the how. And basically think through - just trying to get a slide up here the way I want it to appear. Think through the different methods you can use - the communication methods you can use to reach your audiences.

So find in the left hand column the printed materials. You know, you may be familiar with creating ads or billboards, posters, press releases, newsletters, fact sheets, and reports. Those are all kind of standard traditional ways to reach target audiences.

The second column we talk a little bit about traditional media. Earning news stories - it's called earned media. Where you do something noteworthy and the press show up to cover what you're doing.

Op eds - letters to the editor, where you write in to respond to a news article or something that's going on in your community. Editorials, desk side reports, desk side meetings with reporters where you sit down with a reporter and you let them about your program and what you're trying to accomplish and video TV.

In terms of new media, and I included Web Sites with this category. But basically this is your way of getting information through the web and through

electronic technology. E-updates, blogs, Facebook, Twitter, and even LinkedIn are great ways for you to reach people.

And then the power of in-person face-to-face cannot be under estimated, cannot be neglected even this very digital connected society. In-person meetings are very important. And having events at your site, several of you mentioned that in success stories that you submitted to OH recently. And those are great, great ways of getting more support for your project and your work.

Forums of leaders and of young people mixed together, meetings collaborations, and conferences are all ways that you can really communicate your successes.

So it's time for another poll. Hoping you guys aren't tired of these polls yet. And let me just switch back to the screen so I can see it. Okay, in this poll, we're going to ask you what is the way that you most often communicate with your stakeholders?

Press releases, newsletters, media outreach to reporters or editorial boards, mobile technologies, texting, advertisements - you know whether it's bus or TV or radio - social media - such as Twitter or Facebook - or perhaps events.

Okay and give you all a minute to answer this question. Again, what's the way that you most often communicate with your stakeholders?

Okay, I think we may have stopped at around 17 people responding, thank you. So these are the results. So some of you have used press releases, that's the way you most often communicate. A lot of you are doing newsletters

which is terrific. Some of you are using texting. That's really interesting. I'd love to hear more about what you're doing there or other mobile technology.

And a lot of you are doing events. So this is all great. And I'm sure that, you know, that the way we have this question phrased you are saying what you do most often. I'm sure all of you are doing some of - a little bit of all this. But that's really interesting to see, thank you.

So, now I'd like to walk through a few examples of how you can showcase your success for a variety of audiences. So the first example is really with the goal of building support for your program with key leaders through educational outreach.

And again I mentioned in-person meetings in that big list of all the different methods and approaches. And this is really that one-on-one face-to-face meeting. And you could have it with a legislator or with a mayor or with a school administrator, anyone like that who you really want to persuade of the value of your program.

And so first step in this strategy is really determining which key leader might have or should have some stake in your project and developing a fact sheet about your program. You know, have three points that you really want your leaders - that leadership - that person to remember after you leave.

Be brief, that's always important. You know, I wanted to mention that I - we did have the chance to review a lot of the success stories that you all submitted I believe it was last December and November. It's really fascinating all the different, great work that you're doing.

And I wanted to mention a couple who popped out at me when I was thinking about this presentation today. You know, for example, in Oregon the Department of Justice put together a really informative overview of their (Sweet Pea) project. It nicely outlines the need in the community to help pregnant and parenting teens who are victims of intimate partner violence.

And what I also liked about their overview which they submitted to OH was they've really outlined how their - what steps they're taking to address this problem. And something like that would be great for a meeting with a stakeholder like a policy leader.

Another tip for engaging in these in-person meetings is to bring a stakeholder or a constituent with you and someone from an outside organization. So bringing a constituent is a great way of helping the person who may not have any experience with this issue to really bring it to life for them.

And some of the success stories I read I saw stories about specific individuals that your programs have served. And several of you including I think it was the Inter-Tribal Council of Michigan. You collected and summarized really compelling stories.

And the ability to tell those stories when possible, I know it's hard to - it may be hard in some cases to bring a young person in but. There are some young people who are definitely up to the challenge and the task. But bringing them to these kinds is a really good way to get key leadership involved in your issuance support.

And I think regardless collecting those stories - success stories - is a very important part of your communications work. So that you're ready when someone asks you, okay, well what specifically? Who - can you tell me the

kind of person you served or what you done for someone. And that just helps bring it to life.

And then when you're in the meeting, you know, what do you say? So of course you want to talk about your program. You know, you have - you want to have those three key points to describe your needs and what you do and your successes and how to (unintelligible) stakeholders speak.

The other thing - before you leave - it's a really important to make some kind of small ask. You know, you can do this without it being a lobbying ask. For example you might invite the legislator to come to your site and observe what you do just for an hour. Of course that might be a nice opportunity for the media to come also for some photo ops. But whatever you do it's a way for them to see in real life the kinds of services you provide.

Or you might ask an individual to publicly talk about your project and what you're doing. So for legislators they often can do a statement for the record. And I know often times you can draft a sample statement and their staff can take that and modify it so it works for their office.

Or for those who seem like they really are buying into your project and your mission, you might say, you know, we would love to see your support of this issue. You know, would you consider doing an Op ed with us for the local newspaper?

There's always kind of a varying ask that you could make that might work to really engage someone publicly. And once someone has engaged with you publicly they're much more likely to support you historically and along the way. So it's a great way to build your long-term success of your project.

Okay, so in this example I'm going to talk a little bit about how you can reach (unintelligible) groups and stakeholders electronically. It looks like a lot of you are doing E-updates. That's terrific, I'm so glad to hear that.

And E-updates can either be the bane of an organization or they can be something that's really helpful to furthering your mission. And so it's really important what you think about in terms of what goes in. So, for E-updates, you know, I think a monthly basis is nice, you know, timeframe for getting out information.

It's great again to feature one of the stories of your successes and to show some statistics. How many have you served? How many trainings had you provide? That kind of thing.

It's great if you - on the E-update - if you make it sharable so using a social media tool so that someone can easily like it on Facebook or share it in various platforms. And again it's important in your E-updates if you something of ask.

Like if you're looking for volunteers or donations or even just financial support, it's nice to have an opportunity for someone who really comes across your information to be able to immediately engage with you.

You know and field staff may not be the one who are producing an E-update but they can help identify success stories. For example, if something went really well in the organization, so everyone can really be a part of this.

And I was going to ask a question - I think I'll go ahead and ask it. So this poll question, does your organization distribute an E-newsletter? So this is not just whether you've worked on one or if it's the one you use most frequently but

does your organization have one. We're just kind of curious how many of you are doing that. So thank you all for again a quick second to answer this question. I think this might - we have one more poll after this. We're almost done.

Okay, great, so it looks like - I'll share the results with you. Most of you actually do not have any kind of E-newsletter about your project or for programs. That's interesting but it looks like ten of you do. All right.

And another way that you can reach broad groups of stakeholders electronically is through Facebook. And it's basically a free way to do this. You know there are 500 million people in the United States who are on Facebook. So it's - the chances are the people you're trying to reach are probably on it too.

So in terms of recommendations or tips, we suggest doing three to four posts a week. We recommend making them interactive. You know, it's great to ask questions, do a little poll, provide quizzes, use photos whenever you can - I'll say that a little bit later but.

Try to be friendly if not a formal platform. Even government agencies are trying to use Facebook in a very accessible kind of conversational way, it is a social media. Again, use photos, share stories whenever you can.

If you're not able to identify someone by name because of privacy reasons you could say for - you could make up a name and show that. So, just ways that you can demonstrate your successes Facebook is a great way to do this.

And again this is a place you could share statistics. You know, we've served 30 young people last year or 300. So Facebook is a great way to do it.

And the last thing, you know, to the extent you can you may want to consider doing a Facebook ad. This is a great way. It's very easy to do. I've done it myself and I'm not really techie. But you can target your audience and who you're trying to reach with this ad very narrowly.

So you can say the age, 15 to 20, females, you know, Montgomery County, and you're able to really make sure that your ad is appearing on the audience roughly of who you're trying to meet. So that's something that you might want to consider.

And you only pay for click throughs, so it's a pretty inexpensive way to drive people to your Facebook and to get them to like you. Child Trends, we did this recently, we did a Facebook ad. We had $500. And we tripled the number of people who liked our Facebook page. So that was a pretty successful investment for us.

So just also last poll, out of curiosity we wanted to see does your organization have an active Facebook page? And this is our last poll for the day. And it may be the case that some of you aren't allowed to have a page like that.

This is terrific. I'm really excited to see that so many of you actually do have Facebook pages, that's wonderful. And I know for some of you that you may not be allowed to have one but it's always good to keep making the case that this is a really effective way to reach audiences in today's electronic society.

Okay, so I wanted to share a couple of more examples and then we'll have a chance for questions and answers. So in this example, I wanted to talk about how you can also reach your stakeholders through gaining earned media.

Again, this is when you do something newsworthy and the press show up to document your success. There are a lot of different ways you can do a media worthy event. You know, you can have a 5K run. You can have a roundtable with prominent members of your community. Maybe you do a bus tour, I'm sure you have much more creative ideas that would work best for your work and what you're doing.

I did read about in one of the success stories and really great event that took place in Connecticut by one of the grantees. It was a teen conference to celebrate graduation of some teens. And there was lots of entertainment and storytelling, it sounds the attendance was much higher than they expected.

You know, and I don't know from the description I read whether media or policymakers in the area were invited to that. But that's the kind of thing that would be ideal for sharing your successes with a larger audience and building more support for your project and your work.

And another case, I saw a really interesting event in - I think it was Minnesota - it was a Student-Parent Visibility Day. And I saw that they had done some press outreach on that which is great. I guess I just - for any event I would encourage you guys in your advertisement and in your outreach to the press to talk about the scope of the need, the number of young people who could benefit from your project.

Because, you know, outlining that need is really an important component of getting their interest and engaging with them. And just a great way to draw in the media.

And finally with this last example I want to talk a little bit about direct outreach to members of the press to try to gain their support and their interest in your work. One way to do this is press releases.

That's kind of becoming a more - a less frequently used and effective tool. Another way is try to just create personal relationships with reporters. And you could set up a desk side meeting with a reporter to introduce them to your project and to talk about the work you're doing.

You know, so the first thing you would do is you want to find a reporter that has covered any kind of story related to your work in local or state papers. And just ask them for a 15 minute meeting. You know, you can bring that fact sheet that we talked with the - where you articulate the need in your community and your successes in particular.

You could have a contact sheet with a few clients or a few of your young people that you've worked with who might be willing to share their story. And of course you would want to get their permission first. You wouldn't do that without that.

But making the story as easy as possible for the reporter to pick up and run with is always helpful because reporters - as you know the journalists are stretched for time. And the easier we can make the more likely it is they might cover what you're trying to cover - what you're trying to get them to cover.

Also it's important as you do media work and direct outreach to the press that you become a resource. And so it's not only that you're prompting your organization but you say, you know, another group you might want to talk to is doing something really interesting. It's this group. Or just being available if they have a question about a statistic or something like that.

Another point I'd like to make is, you know, don't expect that a story will come out of it right away. You really want to establish connection and build that relationship. And then at some point they may come to you, you know, I've been thinking I'd like to do something on what you're doing.

And of course this is a great way to build your media list and have a list of all contacts that you're reaching out to when you do have events that you think would be newsworthy.

I saw in the success stories that Indiana had a community conversations project. And I thought that was a really wonderful idea and it seems like it was very effective in their community where they brought people together to talk - about 60 different local community members - to talk about their individual and shared experiences related to teen pregnancy.

And this has caught - has created all kinds of connections in their community. And I just think that might be something really right for a reporter to say, wow, this is great to see our communities talking in this way and trying to address this problem in very positive way.

Okay, so I just wanted to mention again the July training is coming up in Portland, showing the 9th and 10th. We're going to be covering more of this information in more detail. And we'll be actually developing a communications strategy. We'll be working on how to create effective and persuasive messages some of the elements that need to be included to make a message really effective.

I want to teach a little bit about using mobile technology to reach audiences and value of texting. And developing outreach material and how to host a media event - there's more details on all that.

And in addition we're very excited because there'll be several sessions they're designed to help you develop a sustainability plan. So we really hope that the July training will be something worthwhile for you.

So, with that, it's basically it for what I wanted to cover today. I wanted to see if there are any questions. Or I'll turn it over to Sabrina, what's - what's it Sabrina?

Sabrina Chapple: Marci, I think it's time for question and answers is great.

Marci McCoy-Roth: Okay, great.

Coordinator: If you would like to ask a question from the audio portion, please press star, 1 on your touchtone phone. To withdraw your question, please press star, 2. Once, again if you have a question from the audio portion, please press star, 1.

One moment, please.

Marci McCoy-Roth: One of our questions is, is it Portland, Oregon or Portland, Maine? Sorry about that, it's Portland, Oregon.

In terms of who will be attending the training - that was another question that we received. I'm not aware of how those decisions are made. So I might turn that one over to Sabrina.

Sabrina Chapple: Great question, the regional trainings are primarily for field staff. However, it is at the discretion of the project director to identify the appropriate staff to attend.

I encourage you to follow up with your project director.

Coordinator: I'm showing no questions from the audio portion at this time.

Sabrina Chapple: Thank you so much, (Diane). Marci, I do have just one quick question and I'm sure that you will go into this in more detail during the July training. And it might be because of my lack of understanding and use of Twitter.

Could you tell us a little bit about how effective Twitter is. And actually, you know, have you all used it in showcases successes. And could you tell - talk to us a little bit about your experience with that?

Marci McCoy-Roth: Yes, absolutely. I have to admit that I was a reluctant person in terms of picking up the Twitter bandwagon. I really thought it was a waste of time and resources for a long time.

But about three years ago I decided I should really figure out what all this fuss was about and started to follow it. And I actually turned around 100%. It's a really critical way for organizations to talk to opinion leaders and sort of others who are passionate and interested in your issues.

I actually kind of see it as the - a little bit like a press release of the 21st century. It's a way to quickly just shout out, look we're doing this, this is interesting. Or picking up on what other people are doing.

I think it's different than the traditional press release in that it, again, it's a social media. It's more of a conversation. So it's important to build your followers and to do that by pointing out other things that other groups are doing that are interesting. It's not just your materials that go out over Twitter.

Groups that tend to just promote their own things don't do very well on Twitter. But groups that are part of a conversation that are just linking to other interesting and relevant things are really - they're going to do better on using Twitter.

We've had some successes with Twitter. You know, Child Trends is a research organization and we have about 4000 folks who are following out Twitter account which is - we're proud of it. It's a good number for a small research group.

But one of our briefs that we released last year, we only released it through Twitter just because we didn't have any resources to do an E-update or an E-newsletter. And then we actually were invited to present that material to a government agency who had seen our release through Twitter.

So we saw that as a great way - that was a great success for us that we were able to quickly get information out and inexpensively to an audience that we weren't really trying to reach, so.

Sabrina Chapple: Great, well thank you so much for sharing that, Marci. And we have a few more minutes for questions. And maybe just ten seconds to see if anyone wants to press star, 1 to ask any questions.

Okay, well, Marci, thank you so much for such an informative presentation today. I really enjoyed it. And I'm confident that our participants learned a lot about how to showcase their program successes.

And I think most of us would agree that it's probably never too early to do that - to share your success stories. You all have developed some already for the Office of Adolescent Health and I think it's very meaningful to continue to highlight your incremental gains including perhaps the challenges that you've overcome or even talk about your reach.

And Marci with your help also clearly highlighted that there are many reasons why you want to do this very important work. And there are various strategies to showcase your work which she illustrated today using success stories.

So before we conclude today's webinar just a few closure highlights. I want to thank all of you who participated on today's call. Thank you so much for making yourself available. I that hope you found today's presentation valuable and applicable to your work.

As Marci noted that we have a July training coming up in Portland, Oregon that will focus on communications and will delve much deeper than today as well as on sustainability.

And then we also have the upcoming May 15th and 16th training in Indiana focused on collaborating with partners and building program support.

After today's webinar you should receive a very short and brief webinar feedback form. So that should arrive in your email very shortly. So just please take your time and give us your feedback. We definitely welcome that.

And I think that we can conclude today's meeting. Thank you all so much.

Coordinator: Thank you for your participation. Your call has concluded. You may

disconnect at this time.

END